

# Top 10 reasons to move up to MobileMark 2007

## **1. New! MobileMark® 2007 adds Windows® Vista™ support**

The Windows® Vista™ operating system is fully supported in the latest version of the MobileMark family, the premier battery life and performance under battery life metric which has been widely accepted by IT Managers, PC OEMs, press and analysts worldwide.

## **2. New! Compare platforms based on Windows® Vista™ to those based on Windows® XP Professional and Home**

For the first time platforms based on Windows® Vista™ can be compared to those based on Windows® XP Professional and Home.

## **3. New! Common technology with SYSmark® 2007 Preview**

MobileMark 2007 and SYSmark 2007 Preview feature and share, common technology and workload components.

## **4. New! Enhanced installation and runtime**

MobileMark 2007 features enhanced runtime and installation support making it easier than ever to run and install.

## **5. New! Improved GUI**

MobileMark features a new and improved GUI allowing streamlined start-up and run along with a heads-up-display (HUD) which shows the progress of the benchmark.

## **6. New! Automated Error Reporting**

The Automated Error Reporting makes it easier for users to report technical support issues.

## **7. New! Enhanced and updated range of usage models**

Recognizing the increasing diversity in the use of notebook computing, MobileMark 2007 features DVD, Wireless and Reader modules in addition to the existing core Productivity module. Each module includes a robust and refreshed set of applications and can be run individually to show battery life in a greater variety of specific scenarios.

## **8. Broad Industry Representation**

BAPCo's MobileMark 2007 builds upon its predecessors utilizing the strongest and broadest development team in PC benchmark history. BAPCo's depth of membership represents the breadth of the computing industry and harnesses a consortium of experts.

BAPCo's current membership includes: AMD, Apple, ARCintuition, Atheros Communications, CNET, Compal Electronics, Dell, Hewlett-Packard, Intel, Lenovo, Microsoft, NVIDIA, Toshiba, VNU Business Publications Limited (UK), ZDNet, and Ziff Davis Media.

## **9. Extensive Research**

MobileMark 2007's development process is an output-driven methodology as it works backward from a representative output to determine a representative workload. In

selecting the applications that would create the output in the benchmark, BAPCo uses a variety of different sources to obtain market segment share data for applications used by business users in creating their output.

#### **10. New! Concurrent measurement methodology for Windows® Vista™ and XP**

BAPCo uses its state-of-the-art benchmarking technologies by devising methods for accurate and realistic measurement of concurrent tasks. MobileMark 2007 works like you do and features enhancements to emulate real life as closely as possible.